Use social media & AmeriCorps.gov to increase the number of people that apply to AmeriCorps prgms

VIRTUAL STUDENT FOREIGN SERVICE

VSFS

Project Title	Use social media & AmeriCorps.gov to increase the number of people that apply to AmeriCorps prgms
Project Summary	Develop social media and web content and conduct outreach analyses to increase the number of AmeriCorps members applying to serve in all three areas of the AmeriCorps program.
Country	United States
Agency	Corporation for National and Community Service
DoS Office	N/A
Post	N/A
Section	N/A
Number of Interns	3

Project Description

This project involves two main components. The first component is specific to analyzing the AmeriCorps.gov website content and analytics to determine how we can better improve the information presented to encourage more individuals to apply. The second component includes building a social media strategy and several digital assets (graphics, video, visual content) to post on social media to better engage individuals and peak their interest in spending a year serving a community.

Desired Skills Interests

Skill
Adobe Photoshop
Design thinking
Digital media
Editing

Graphic design

Imagining new solutions

Independent

Instagram

Problem solving

Proofreading

Statistics

Twitter

User Experience (UX)

Additional Information

If you have any questions, please feel free to contact Allison LePage, Digital Media Manager at alepage@cns.gov.

Language Requirements

None